

Audience	Outcomes	Actions	Tools/Resources	Timeline
<b>Districts</b>	<ul style="list-style-type: none"> <li>Understand the value of the guidebooks as a high quality, affordable curriculum option for ELA</li> <li>Be able to easily access all materials</li> <li>Stick with guidebooks past this school year and bring in more districts next school</li> </ul>	Adopt guidebooks for some portion of the district (or district-wide) (value)	<ul style="list-style-type: none"> <li>ELA Guidebooks 2.0 brochure</li> <li>ELA Guidebook 2.0 Quick Guide</li> <li>Materials access guide (with communication template)</li> <li>Promotional video</li> <li>Feedback Summary report</li> <li>Vendor PD leader trainings (ANet example)</li> </ul>	May District Planning Call Teacher Leader Summit
		Select which units to teach or leave to schools/teachers to decide	<ul style="list-style-type: none"> <li>List of units/release timeline</li> </ul>	Already released; update with branding and include links
		Develop and execute on implementation plan for guidebooks: Access all materials	<ul style="list-style-type: none"> <li>Materials access guide (with communication template)</li> </ul>	Late summer/ early fall
		Develop and execute on implementation plan for guidebooks: Communicate to principals and teachers	<ul style="list-style-type: none"> <li>Materials access guide (with communication template)</li> <li></li> </ul>	Late summer/ early fall
		Develop and execute on implementation plan for guidebooks: Identify/locate and/or provide upfront PD for teachers (setting them up for a good experience)	<ul style="list-style-type: none"> <li>Teacher Leader Summit sessions</li> <li>Quick start video guides for teachers</li> </ul>	Late summer/ early fall
		Develop and execute on implementation plan for guidebooks: Identify/locate and/or provide backend PD for teachers (when they struggle)	<ul style="list-style-type: none"> <li>PD Vendor Guide</li> <li>Supervisor/TL quarterly Collaboration sessions</li> <li>NW Training</li> </ul>	Winter

<b>Principals</b>	<ul style="list-style-type: none"> <li>Understand the value of the guidebooks as a high quality, affordable curriculum option for ELA</li> <li>Know which units will be taught and how to access guidebook materials for teachers (What will district provide? What will they need to provide?)</li> <li>Have a positive experience with guidebooks and stick with guidebooks past this school year</li> </ul>	Adopt guidebooks (if school decision)	<ul style="list-style-type: none"> <li>ELA Guidebooks 2.0 brochure</li> <li>Promotional video</li> <li>Feedback Summary report</li> <li>Vendor PD leader trainings</li> </ul>	May 23 principal town hall meeting
		Select which units to implement (if school decision)	<ul style="list-style-type: none"> <li>List of units</li> </ul>	Already released
		Work with teachers to develop and execute on implementation plan for guidebooks: Communicate to teachers and parents	<ul style="list-style-type: none"> <li>Materials access guide (with communication template)</li> <li>List of texts split by access type (purchase, additional texts)</li> <li>Addendum to parent night presentation on standards</li> </ul>	Teachers: prior to start of school Parents: back-to-school night
		Develop and execute on implementation plan for guidebooks: Identify/locate and/or provide upfront PD for teachers (setting them up for a good experience)	<ul style="list-style-type: none"> <li>Teacher Leader Summit sessions</li> </ul>	Teacher Leader Summit
		Develop and execute on implementation plan for guidebooks: Identify/locate and/or provide backend PD for teachers (when they struggle)	<ul style="list-style-type: none"> <li>Supervisor/TL quarterly Collaboration sessions</li> </ul>	Sept, Nov, Jan
<b>Teachers</b>	<ul style="list-style-type: none"> <li>Understand the value of the guidebooks and how they can help them accomplish student learning goals</li> <li>Understand the design of and</li> </ul>	Select which units to implement (if school decision)	<ul style="list-style-type: none"> <li>Promotional video</li> <li>ELA Guidebook 2.0 Quick Guide</li> <li>Feedback Summary report</li> </ul>	Teacher Leader Summit
		Communicate to parents		Initial parent teacher conferences

	<p>how to use the guidebooks (Why these texts? What materials are included? What needs to be created? How to adjust?)</p> <ul style="list-style-type: none"> <li>• Have a positive experience with guidebooks and stick with guidebooks past this school year</li> </ul>	Access materials	<ul style="list-style-type: none"> <li>• Teacher Leader Summit overview session</li> <li>• General screencast of how to access the materials</li> </ul>	Teacher Leader Summit July back-to-school release for screencasts
		Dig into the guidebooks and develop plan for teaching based on backwards design model	<ul style="list-style-type: none"> <li>• Teacher Leader Summit sessions</li> <li>• Unit specific screencasts of how to process the unit materials and get started with planning</li> </ul>	Teacher Leader Summit July back-to-school release for screencasts
		Gather and develop materials for teaching (anchor charts, sticky notes, etc.)	<ul style="list-style-type: none"> <li>• Teacher Leader Summit sessions</li> </ul>	Teacher Leader Summit
		Additional PD to address areas of need identified throughout the year	<ul style="list-style-type: none"> <li>• Vendor PD Guide</li> <li>• TL Collaboration sessions</li> <li>• Network support: Guidebook experts</li> </ul>	Teacher Leader Collaborations
<b>General Public</b>	<ul style="list-style-type: none"> <li>• Understand the value of the guidebooks as a high quality ELA curriculum</li> </ul>	<ul style="list-style-type: none"> <li>• Other states adopt the ELA guidebooks</li> <li>• Education media cover use of guidebooks and impact on student learning.</li> </ul>	<ul style="list-style-type: none"> <li>• Promotional video</li> <li>• Feedback Summary report</li> </ul>	Video: Late May Report: currently available